

Visual Analysis of the Tempo Magazine Cover Edition 4542 16-22 September 2019 using the Semiotic Method

MS Iskandar¹, and B Zhafran²

¹Departemen Desain Komunikasi Visual, Universitas Komputer Indonesia, Indonesia

² Departemen Desain Komunikasi Visual, Universitas Komputer Indonesia, Indonesia

Email : m.syahril.iskandar@email.unikom.ac.id, rinjanibagas@mahasiswa.unikom.ac.id

Abstract. The purpose of this study was to show the cover that criticizes using the illustration on the cover of the TEMPO magazine 4542 edition (16-22 September 2019) entitled "Promises Stay Promises" reap polemic in the community because it displays illustrations Jokowi with a shadow who has a long nose. The cover is reported to the Council Press by Jokowi Mania Volunteers, Emanuel Ebenezer as the head of Jokowi's Volunteers said that the media cannot take sides and the cover violates the journalistic code of ethics. This research focuses on reviewing the meaning of the visuals published on the cover of Tempo Magazine 4542 edition 16-22 September 2019 using the semiotic analysis method with qualitative approach in order to discover Signs Based on Visual Elements (Image) and Signs Based on Typographic Elements (Text) that nose is a subtle insinuation from Tempo Magazine to the Jokowi government, which has broken its promise of strengthening the KPK and its anti-corruption behaviors. This study aims to determine the existing messages and meanings. In the study it can be concluded that the long nose used by magazines Tempo refers to the character Pinocchio, from Italian folklore.

Keyword: Magazine Cover, Design, Semiotics

1. Introduction

Magazine cover analysis is important for mass media, so that it can be a guide in designing a good magazine cover and representing the magazine itself. The magazine cover is the first part that readers see, apart from being informative, it also has a commercial promotion and marketing function. A good cover corresponds with the rest of the magazine.

Tempo Magazine often criticizes the government through the news it presents and the pictures on the cover it makes. One of them is in the 4542 edition of the 16-22 September 2019 magazine Tempo, with the headline "Promises Stay Promises". In this edition, the highlight is the President of the Republic of

Indonesia Jokowi (Joko Widodo) as the main character on the cover who is illustrated wearing a white shirt and black shadow with a long nose. as Boggs (2008) says. Once we see actors on screen, we will make certain assumptions about them, due to their faces, birthmarks, clothing, posture, behavior, and way of moving (p. 60) [1].

By displaying an illustration of Jokowi who has a long nose shadow, it raises the initial perception in the reader, because there is a character from the fairy tale Pinocchio or Pinocchio. Pinocchio is a character from a story written by Carlo Collodi who when lying, his nose will lengthen, this gives a negative connotation to Jokowi because his image is similar to a character who often lies. Jokowi's facial gesture also seemed to close or narrow his eyes. Gestures or body language can express a meaning, and have been used by humans since primitive times. One example of a person's restlessness can be shown by certain body movements that show his restlessness. (Kusrianto, 2007, p. 7) [2]. Also on the cover, you can see the figure of Jokowi wearing the white shirt he often used then facing to the left and positioned on the lower right side. Jokowi was filmed with a close up composition, according to Brown[3] (2016, p. 21)

This research is interesting to find out the visual meaning on the cover of Tempo Magazine issue 4542 16-22 September 2019, with the headline "Promises Stay Promises" using Charles Sanders Peirce's semiotic theory.

2. Method

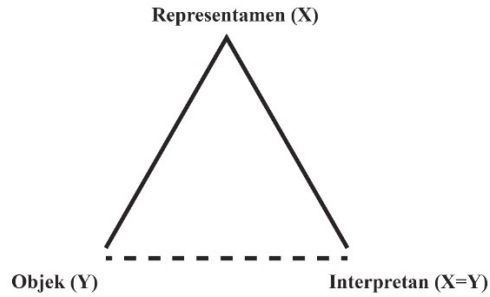
This study used a qualitative method with a semiotic analysis approach. According to qualitative research is a research procedure that produces descriptive data in the form of speech or writing and the behavior of the people being observed. Meanwhile, semiotic analysis is a method of finding the meaning of the things hidden behind a text. This research is about the cover of the 4542 edition of Tempo Magazine, 26-33 September 2019, measuring 21cm x 27.5 cm. The cover shows an illustration of Jokowi wearing a white shirt with a long nosed shadow.

The Tempo Cover Magazine, edition 4542 from 16-22 September 2019 was created by Kendra Paramita, a senior Tempo designer. This closing contains an illustration of the Jokowi figure in a semi-realist drawing style with a digital illustration approach. The point of interest on the cover is the figure of Jokowi who has a shadow who has a long nose. The typographic elements on the cover include a signboard, deck, headline, slogan, and body text.



Picture 1. The Tempo Magazine Cover

In this study, the signs that are published on the cover of the 4542 edition of Tempo Magazine are Representamen (X), the visual element on the cover referred to by the sign is Object (Y), and the meaning obtained from the author's interpretation is Interpretant (X = Y) , if in a triadic structure, will be shaped like in this Picture:



Picture 2. Peircean Triadic Model
Source: Semiotics the Basic Book, Chandler (2002)

This model was not created visually by Peirce and Floyd Merrell. The dotted line on the base of the triangle is intended to show that there is no need for a visible or direct relationship between the sign and reference vehicle (Chandler, 2001, p. 30) [4]. For research on the cover of the 4542 edition of Tempo Magazine, using illustration theory, composition, typography, color to parse visual elements and Charles Peirce's semiotic analysis.

3. Results and Discussion

3.1. Signs Based on Visual Elements (Image)

Tempo magazine issued this edition to responds the political conditions in Indonesia are currently hot at the time. On this cover, the representation or sign is a visual illustration of the Jokowi figure in the form of a head, forehead, eyes, nose, mouth, clothes, and a shadow that has a long nose and the object is the figure of Jokowi. These signs are identified in the following table:


Represent amen	Object	Interpretation
	Wrinkled forehead	The frown on the forehead shows that Jokowi is thinking, angry, or old. Describes Jokowi's physicality and feelings when he was re-elected as the 7th President of the Republic of Indonesia.

Figure 1. Fore head

A summary of the meaning of the sign in the form of a frowning forehead depicts Jokowi's feelings and physicality when given the great responsibility of being the 8th President of the Republic of Indonesia, many things that need to be considered at an advanced age are not something easy. Figure 1 is an example of Jokowi thinking, and confused by a frowning forehead.


Representamen	Object	Interpretation
	Glazed eyes, or closed eyes	Eyes that are slanted or closed describe as if not seeing. Jokowi does not want to know or care about the Corruption Eradication Commission which is weakened due to the Revision of Law No. 30 of 2002.

Figure 2. Glazed eyes

A summary of the meaning of the sign in the form of a frowning forehead depicts Jokowi's feelings and physicality when given the great responsibility of being the 8th President of the Republic of Indonesia, many things that need to be considered at an advanced age are not something easy. Figure 2 is an example of Jokowi thinking, and confused by a frowning forehead.


Representamen	Objek	Interpretasi
	Pouting lips	Feelings of pessimism, fear, disappointment, or sadness. Jokowi, who is also an ordinary human being, feels sadness, blasphemy, and abuse he often receives, even more so when he agreed to revise the Criminal Code Bill and Law No. 30/2002 on the KPK.

Figure 3. Pouting lips

Representamen in the form of pouty lips, seen from the phenomenon that occurred at that time Jokowi received blasphemy when ratifying the Criminal Code Bill and Law no. 30 of 2002 concerning the Komisi Pemberantasan Korupsi (KPK), which in fact broke its promise during the 2019 Presidential Election. If we refer to the theory of facial expressions proposed by Tickle (2015) in which the pouty lips with the corners of the lips that are lowered downward appear in adults whose difficult life is depicted on their faces, this tendency appears in many older people (p. 188) [5].

Representamen	Object	Interpretation
---------------	--------	----------------


	<p>White shirt</p>	<p>The white shirt is a shirt that Jokowi has often worn since his election as the 7th President of the Republic of Indonesia in 2014. Jokowi made a new impression by wearing a white shirt with black pants. If you look at it, it looks like a student undergoing a Field Work Practic .</p>
---	--------------------	---

Figure 4. White shirt

If interpreted briefly, Jokowi's use of a white shirt is a form of simplicity that he wants to show, because the use of a white shirt is commonly used by workers.


Represent amen	Object	Interpretation
	<p>Shadow with long nose</p>	<p>The shadow here resembles the figure of Jokowi, but with a long nose.</p> <p>Long nose can refer to Pinocchio, which may be used as a symbol of lies because in the story, Pinocchio's nose elongated when he lied.</p>


Figure 5. Shadow with long nose

Taken briefly, the shadow with a long nose can refer to the symbol of a liar, namely Pinocchio, who has a long nose when he lies. Jokowi who is lying is associated with the symbol of a liar indirectly through a shadow.

The author had the initial suspicion that Tempo Magazine built Jokowi's narrative as a figure who lied vaguely through the image of Jokowi's figure, by not extending Jokowi's nose directly[6].

3.2. Signs Based on Typographic Elements (Text)

The following is a table regarding signs on typographic elements on the cover of the 4542 edition of Tempo Magazine (16-22 September 2019):

Represent amen	Object	Interpretation
	<p>The headline is written as Promises, Stay Promises</p>	<p>The article promises to stay promises as the magazine's headline depicts Jokowi breaking the promises he made during the 2019 presidential election.</p> <p>The use of heavy fonts reinforces the impression and makes headline lebih</p>

		menonjol dibanding elemen tipografi yang lain.
--	--	--

Figure 6. The headline

The phenomenon referred to in the sign in the form of a headline on the cover is when Jokowi renounced and there was a weakening of the KPK which turned the KPK into a non-independent institution whose work was supervised[7].

In brief, the headline can be interpreted as an index that represents a reference, what is meant in this cover is a promise that Jokowi reneged on strengthening the KPK and enforcing the corruption-free law.

4. Conclusion

Based on the analysis carried out, it can be concluded that the use of the signs published on the cover of the 4542 edition of Tempo Magazine, 16-22 September 2019 is based on sign from graphic elements in the form of images and text, there are five signs, including in the image element there is a figure of Jokowi wearing a white shirt, long nosed shadow, gray cover background. Then, from the text elements, there are headlines and body text. The meaning obtained is based on this sign that Tempo Magazine builds a narrative about Jokowi's poor government in handling the strengthening of the Komisi Pemberantasan Korupsi (KPK) and wants Jokowi to be like Pinocchio who has become a complete human being, by becoming a better person, such as not breaking his promises and keeping his promises. in the 2019 presidential election. The depiction of Jokowi with a long nose that resembles Pinocchio's nose is a subtle insinuation from Tempo Magazine to the Jokowi government, which has broken its promise of strengthening the KPK and its anti-corruption behavior.

References

- [1] Boggs, J. M., & Petrie, D. W. The art of watching films. Boston: McGraw-Hill. 2008.
- [2] Kusrianto, Adi. Pengantar Desain Komunikasi Visual. Yogyakarta: Penerbit Andi. 2009.
- [3] Brown, B. Cinematography: theory and practice: image making for cinematographers and directors. Taylor & Francis. 2016.
- [4] Candhler, Daniel. Semiotics: The Basic. London: Routledge. 2002
- [5] Male, A. Illustration: A Theoretical and Contextual Perspective: A Theoretical & Contextual Perspective (Vol. 27). Ava Publishing. 2007.
- [6] P Cash, P Khadilkar, J Jensen, C Dusteridch, and R Mugge, Designing Behaviour Change: A Behavioural Problem/Solution (BPS) Matrix, International Journal of Design Vol. 14 No. 2 2020.
- [7] GDS Ludden and H N J Schiffersein, "Effects of Visual-Auditory Incongruity on Product Expression and Surprise" , International Journal of Design Vol.1 No.3 2007.